

<i>SERFF Tracking Number:</i>	<i>MUTM-126542984</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>45191</i>
<i>Company Tracking Number:</i>	<i>ASHLEY COPENHAVER</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - GL588_0110</i>		
<i>Project Name/Number:</i>	<i>Long Term Care Advertising/GL588_0110</i>		

Filing at a Glance

Company: United of Omaha Life Insurance Company

Product Name: Long Term Care Advertising - SERFF Tr Num: MUTM-126542984 State: Arkansas
GL588_0110

TOI: LTC03I Individual Long Term Care

SERFF Status: Closed-Filed

State Tr Num: 45191

Sub-TOI: LTC03I.001 Qualified

Co Tr Num: ASHLEY

State Status: Closed

COPENHAVER

Filing Type: Advertisement

Reviewer(s): Marie Bennett

Author: Ashley Copenhaver

Disposition Date: 03/31/2010

Date Submitted: 03/16/2010

Disposition Status: Filed

Implementation Date Requested:

Implementation Date:

State Filing Description:

General Information

Project Name: Long Term Care Advertising

Project Number: GL588_0110

Requested Filing Mode:

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 03/31/2010

Deemer Date:

Submitted By: Ashley Copenhaver

Filing Description:

NAIC #261-69868

FEIN #47-0322111

nited of Omaha Life Insurance Company

Long-Term Care Advertising

GL588_0110

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Group Market Size:

Group Market Type:

Explanation for Other Group Market Type:

State Status Changed: 03/31/2010

Created By: Ashley Copenhaver

Corresponding Filing Tracking Number:

Enclosed for review by your Department is a copy of the above-captioned advertising. The form is new and is not intended to replace any previously approved form. It will be used with appropriate approved forms in your state.

SERFF Tracking Number: MUTM-126542984 State: Arkansas
Filing Company: United of Omaha Life Insurance Company State Tracking Number: 45191
Company Tracking Number: ASHLEY COPENHAVER
TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
Product Name: Long Term Care Advertising - GL588_0110
Project Name/Number: Long Term Care Advertising/GL588_0110

We request that any wording such as Your Licensed Company Name Required, Agent Name, Agent Address, Agent Phone Number and Agent E-mail in brackets be considered variable.

Your notice of acceptance of this filing will be greatly appreciated.

Sincerely,

Carly Cole
Product and Advertising Compliance Consultant
Regulatory Affairs
Phone: 402-351-2476
Fax: 402-351-5298
E-mail: advfilings@mutualofomaha.com

ac

Company and Contact

Filing Contact Information

Carly Cole, Product & Advertising Compliance carly.cole@mutualofomaha.com
Consultant
Regulatory Affairs 402-351-2476 [Phone]
Mutual of Omaha Plaza 402-351-5298 [FAX]
Omaha, NE 68175

Filing Company Information

United of Omaha Life Insurance Company	CoCode: 69868	State of Domicile: Nebraska
Mutual of Omaha Plaza	Group Code: 261	Company Type: Life Insurance
Omaha, NE 68175	Group Name:	State ID Number:
(402) 351-6420 ext. [Phone]	FEIN Number: 47-0322111	

Filing Fees

Fee Required? Yes
Fee Amount: \$50.00
Retaliatory? No
Fee Explanation:

SERFF Tracking Number: *MUTM-126542984* *State:* *Arkansas*
Filing Company: *United of Omaha Life Insurance Company* *State Tracking Number:* *45191*
Company Tracking Number: *ASHLEY COPENHAVER*
TOI: *LTC03I Individual Long Term Care* *Sub-TOI:* *LTC03I.001 Qualified*
Product Name: *Long Term Care Advertising - GL588_0110*
Project Name/Number: *Long Term Care Advertising/GL588_0110*
Per Company: *No*

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
United of Omaha Life Insurance Company	\$50.00	03/16/2010	34932927

SERFF Tracking Number:	MUTM-126542984	State:	Arkansas
Filing Company:	United of Omaha Life Insurance Company	State Tracking Number:	45191
Company Tracking Number:	ASHLEY COPENHAVER		
TOI:	LTC03I Individual Long Term Care	Sub-TOI:	LTC03I.001 Qualified
Product Name:	Long Term Care Advertising - GL588_0110		
Project Name/Number:	Long Term Care Advertising/GL588_0110		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	03/31/2010	03/31/2010

<i>SERFF Tracking Number:</i>	<i>MUTM-126542984</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>United of Omaha Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>45191</i>
<i>Company Tracking Number:</i>	<i>ASHLEY COPENHAVER</i>		
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Advertising - GL588_0110</i>		
<i>Project Name/Number:</i>	<i>Long Term Care Advertising/GL588_0110</i>		

Disposition

Disposition Date: 03/31/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number:	MUTM-126542984	State:	Arkansas
Filing Company:	United of Omaha Life Insurance Company	State Tracking Number:	45191
Company Tracking Number:	ASHLEY COPENHAVER		
TOI:	LTC03I Individual Long Term Care	Sub-TOI:	LTC03I.001 Qualified
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Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Prospecting Letter		Yes

SERFF Tracking Number:	MUTM-126542984	State:	Arkansas
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TOI:	LTC03I Individual Long Term Care	Sub-TOI:	LTC03I.001 Qualified
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Form Schedule

Lead Form Number: GL588_0110

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	GL588_0110	Advertising	Prospecting Letter	Initial		0.000	GL588_0110.pdf

[Your Licensed Company Name Required]

[Agent Name]

[Agent Address]

[Agent City, State, ZIP]

[Agent Phone Number]

[Agent E-mail]

There's no place like home

Your home is the center of your life. It's where your kids grew up. And it's where they'll keep coming for family dinners and holiday get-togethers. Your home is where you're most comfortable. And it's where you plan to stay.

If you're like most people, going to a nursing home is something you don't want to do. But, did you know a long-term care insurance policy actually may help keep you out of a nursing home by allowing you to get the care you need right in your own home?

A long-term care insurance policy also may help alleviate your other concerns. For example:

- If you don't want your kids to have to worry about taking care of you, long-term care insurance can provide benefits to help pay for care so you can enjoy the time you and your kids spend together
- If you don't want to put your retirement savings at risk, long-term care insurance can help you protect your savings from the high cost of long-term care services so you can do all the things you planned to do in retirement
- If you don't want others making decisions about your care, long-term care insurance helps allow you to decide what's best for you so you get the care you need in the setting of your choice
- If you want to have something to leave your kids, long-term care insurance can help ensure you're not putting your kids' inheritance in jeopardy

Let me show you how a long-term care insurance policy from United of Omaha Life Insurance Company can help you stay at home so you can continue living life on your own terms. Contact me today. I'll be happy to provide a no-cost assessment of your long-term care needs. And as always, there's no obligation to buy.

Sincerely,

[Agent Name]

An Independent Licensed Agent

P.S. Some people mistakenly believe long-term care insurance is too expensive. Many of our customers tell us it turned out to be more affordable than they thought. Be sure to ask me about a variety of premium allowances that can significantly lower your cost.

Long-term care insurance is underwritten by United of Omaha Life Insurance Company, Mutual of Omaha Plaza, Omaha, NE 68175-0001. Policy forms LTC09U, LTC09U-AG (or state equivalent). In ID: LTC09U-ID, LTC09U-AG-ID, In NY: LTC09U-NY, LTC09U-AG-NY, In OK: LTC09U-OK, LTC09U-AG-OK, In OR: LTC09U-OR, LTC09U-AG-OR, In PA: LTC09U-PA, LTC09U-AG-PA, In WA: LTC09U-WA, LTC09U-AG-WA. Coverage may vary by state. These policies have exceptions, limitations and reductions. This is a solicitation of insurance. An insurance agent may contact you by telephone to provide additional information.



**UNITED OF OMAHA LIFE
INSURANCE COMPANY**
A MUTUAL of OMAHA COMPANY